Being Heard Clearly at the Leadership Table and Beyond
How do you show up?
How do you want to be seen and heard?
Leading Like a Swan

Leading Like a Swan video
Keys to First Impression

Takes 1/10 of a second to form an impression of a stranger, and longer exposures don't significantly alter those impressions (Harvard, 2004)
Strategy for Being Heard Clearly

I POP

Intention

Pithy Message

Presence

Open your throat
What Is Your Intention?

- What message do you want your listener/audience to take away?
- Will you inform, inspire, entertain or persuade?
- Read your audience WIFM
  - How will what you say benefit them?
  - What is their knowledge base?
  - What will be their attitude?

Amparo Villablanca, M.D.
Presence
Wardrobe

- Bold colors send a powerful message
- Crisp business attire shows power and direction
- Dress ‘one level up’
- Casual attire can send a too relaxed message
- Fads can make you seem ‘out there’

- Consider your props (pen, glasses, binder, briefcase)

Original Source: “Effective Meetings: Demonstrate Your Leadership Skills by Moving Agendas Forward” by Nadine T. Katz, M.D.
Call your smart phone and leave a message.
Do You Like Your Voice?

Does your voice sound tense or relaxed?

- Do you inflect your sentences upward or end in gravel?
- Do you trail off at the ends of sentences?
- Do you insert fillers such as UM or ER?
- Do you mumble or speak too fast?
Tense vs relaxed speaking

- Breathe from below
- Open the back of your throat
- Relax your jaw to form the vowels
- Replenish your breath as needed
Master Relaxed Breathing

Breathe through your nose with your lips closed.

Keep your molars apart and your tongue tip forward.

Air will come in automatically!
Articulate clearly

Introduce yourself clearly
Say the ends of words
Pronounce all parts of many syllable word
Modify up-talk and glottal fry
Eliminate filler words
Do you use fillers?
Pause exercise
Daily Vocal Warm-Up

Water before caffeine
Lip flutters or tongue trills
Ingo Titze straw exercises
Hum or sing in the shower
Recite a few tongue twisters
Eleven benevolent elephants
Red leather - yellow leather
The Message

- Presentation
- Pitches
Pithy Presentations

- **Hook:**
  - Grab the attention of your audience.

- **Core:**
  - What is your key message?
  - Develop two to three supporting points that you can expand upon.
  - Tell a story or share an experience.
  - Provide supporting facts.
  - Use effective visuals.
  - Master reading from notes.

- **Close:**
  - What do you want your audience to remember a day or week from now?
A Few Statistics

- About 3% of seniors aged 65-74 fall every year requiring hospital care – ER visits and hospital admissions.
- About 7% of seniors aged 75 and older have falls every year requiring hospital care – ER visits and hospital admissions.
- Average hospital costs for falling seniors 65-74 (combining ER and admissions), was $7,168 nationally.
- Average hospital costs for falling seniors 75 and older (combining ER and admissions), was $12,077 nationally.
Video of Michael Bay at Consumer Electronics Show in Las Vegas
Falling seniors
$7,168
in average hospital costs
Nancy Duarte – Present Visual Stories
Video of Kate Middleton reading from a script
Message

Value Proposition

Elevator Pitch

Professional Statement
Video of Message Mapping by Carmine Gallo
I make public speaking easy for professionals. Public speaking skills are acquired not inherited.

We then train online using audio, video and written feedback.

Speakers undergo an assessment of six core competencies to determine their strong and weak areas.

I develop an action plan to provide them with the tools and strategies to achieve their speaking goals.
Develop your pitch

Introduce yourself, give a project update, present your research idea for funding, ask for a promotion...
Present it to a partner
Melissa Block – NPR video
“We are all faced with a series of great opportunities brilliantly disguised as impossible situations.”

Charles R. Swindoll
Video of Elena Kagan at Supreme Court Confirmation Hearing
What’s next for you?

- Revisit your initial situation - What would you do differently now?
- Be a detective and see what happens when you are stressed?
- Leave an office message daily.
- Pick a behavior and change it.
- Consider online coaching.